Claims:

1. A method of displaying information about a multitude of different customers comprising:

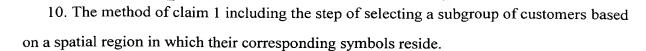
for each customer, receiving a set of numeric values, each associated with one of a plurality of different parameters;

for each customer generating a symbol; and arranging the symbols spatially, based on the numeric values.

- 2. The method of claim 1 including generating the numeric values based on an Internet communication activity of the customer.
- 3. The method of claim 2 wherein the communication activity is selected from a group comprising a web browsing selection, a retail purchase transaction, and a referral of another potential customer.
 - 4. The method of claim 2 including converting initial data based on the communication activity to a limited data set of the numeric values.
- 5. The method of claim 4 including receiving additional data based on further communication activity, and modifying the numeric values based on the additional data.
 - 6. The method of claim 1 wherein each symbol includes a characteristic indicating a numeric value of a selected parameter.
- 7. The method of claim 5 wherein the characteristic is selected from a group comprising motion, color, size, shape, length, direction, intensity.
 - 8. The method of claim 1 wherein at least one of the parameters is selected from a group comprising a recency indicator, an advocacy indicator, and a monetary indicator.
 - 9. The method of claim 1 wherein arranging the symbols includes generating a representation of a three-dimensional array.

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11. A computer readable memory operable to display information about a multitude of different customers comprising:

a first set of instructions to receive, for each customer, a set of numeric values, each associated with one of a plurality of different parameters;

a second set of instructions to generate, for each customer, for each customer, a symbol; and

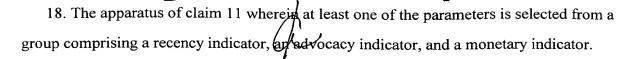
a third set of instructions to arrange the symbols spatially, based on the numeric values.

- 12. The apparatus of claim 11 including a fourth set of instructions to generate the numeric values based on an Internet communication activity of the customer.
- 13. The apparatus of claim 12 wherein the communication activity is selected from a group comprising a web browsing selection, a retail purchase transaction, and a referral of another potential customer.

based on the communication activity to a limited data set of the numeric values.

- 15. The apparatus of claim 14 including a sixth set of instructions to receive additional data based on further communication activity, and to modify the numeric values based on the additional data.
 - 16. The apparatus of claim 11 wherein each symbol includes a characteristic indicating a numeric value of a selected parameter.
 - 17. The apparatus of claim 15 wherein the characteristic is selected from a group comprising motion, color, size, shape, length, direction, intensity.

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- 19. The apparatus of claim 11 wherein the third set of instructions further serves to generate a representation of a three-dimensional array.
 - 20. The apparatus of claim 11 including a fourth set of instructions to select a subgroup of customers based on a spatial region in which their corresponding symbols reside.